



WCPO

wcpo.com
kypost.com

ORDER

Print Date 08/06/12 Page 1 of 3

Flight Dates 10/23/12-10/29/12

Contract / Revision 302988 /

Original Date / Revision
06/27/12 06/28/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product

Candidate. Sherrod Brown. 10.23-

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 2. 10.23-10.29.12

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WBQC | % | |
| WCET | % | |
| WCVN | % | |
| WKON | % | |
| WKRC | % | |
| WLWT | % | |
| WPTO | % | |
| WSTR | % | |
| WXIX | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 51 | \$35,275.00 | \$41,500.00 | 0.00 | 10/01/12 | 10/28/12 | 51 | \$35,275.00 | \$41,500.00 |
| November 2012 | 13 | \$11,092.50 | \$13,050.00 | 0.00 | 10/29/12 | 10/29/12 | 13 | \$11,092.50 | \$13,050.00 |
| Totals | 64 | \$46,367.50 | \$54,550.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|------------------------|------------|
| N 1 | WCPO | 10/23/12 | 10/29/12 | M-F GMTS 5-6a M-F GMTS 5-6a | CM | 5-6a | MTWTF-- | :30 | 4 | \$150.00 | P-3 | 0.00 | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | 4 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | 1 | | | | \$150.00 | | 0.00 | | | |
| N 2 | WCPO | 10/23/12 | 10/29/12 | M-F GMA 7-9am M-F GMA 7-9am | CM | 7-9a | MTWTF-- | :30 | 9 | \$400.00 | P-3 | 0.00 | NM | 15 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | 12 | | | | \$400.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | 3 | | | | \$400.00 | | 0.00 | | | |



WCPO

Print Date: 08/06/12

Page 2 of 3

wcpo.com
kypost.com

Contract / Revision 302988 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 06/27/12/ 06/28/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 2. 10.23-10.29.12

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WCPO | 10/23/12 | 10/29/12 | M-F GMTS 6-7a M-F GMTS 6-7a | CM | 6-7a | MTWTF-- | :30 | 8 | \$400.00 | P-3 | 0.00 | NM | 10 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | | | | 8 | \$400.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | | 2 | \$400.00 | | 0.00 | | | |
| N 4 | WCPO | 10/23/12 | 10/29/12 | M-F 6-630p News M-F 6-630p News | CM | 558-630p | MTWTF-- | :30 | 4 | \$1,000.00 | P-3 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | | | | 4 | \$1,000.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 5 | WCPO | 10/23/12 | 10/29/12 | M-F 730-8p Jeopardy | CM | M-F 730-8p | MTWTF-- | :30 | 4 | \$500.00 | P-3 | 0.00 | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | | | | 4 | \$500.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 6 | WCPO | 10/27/12 | 10/27/12 | SA 730-8p SA730-8P | CM | 730-758p | -----S- | :30 | 1 | \$400.00 | P-3 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 7 | WCPO | 10/23/12 | 10/29/12 | M-F 7-730p Wheel of Fortune | CM | M-F 7-730p | MTWTF-- | :30 | 4 | \$500.00 | P-3 | 0.00 | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | | | | 4 | \$500.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 8 | WCPO | 10/27/12 | 10/27/12 | SA 7-730p SA7-730P | CM | 658-730p | -----S- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 9 | WCPO | 10/29/12 | 10/29/12 | Monday Prime C Monday Prime C | CM | 10-11p | M----- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| N 10 | WCPO | 10/29/12 | 10/29/12 | M8-10p Dancing M8-10p Dancing | CM | 8-10p | M----- | :30 | 1 | \$4,500.00 | P-3 | 0.00 | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$4,500.00 | | 0.00 | | | |
| N 11 | WCPO | 10/23/12 | 10/23/12 | Tuesday Prime C Tuesday Prime C | CM | 10-11p | -T----- | :30 | 1 | \$4,000.00 | P-3 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$4,000.00 | | 0.00 | | | |
| N 12 | WCPO | 10/25/12 | 10/25/12 | Thursday Prime B Thursday Prime B | CM | 9-10p | ---T--- | :30 | 1 | \$5,000.00 | P-3 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| N 13 | WCPO | 10/28/12 | 10/28/12 | Sunday Prime C Sunday Prime C | CM | 9-10p | -----S | :30 | 1 | \$4,000.00 | P-3 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$4,000.00 | | 0.00 | | | |
| N 14 | WCPO | 10/23/12 | 10/23/12 | Tuesday Prime A Tuesday Prime A | CM | 8-9p | -T----- | :30 | 1 | \$4,500.00 | P-3 | 0.00 | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -T----- | | | | | 1 | \$4,500.00 | | 0.00 | | | |



WCPO

Print Date: 08/06/12

Page 3 of 3

wcpo.com
kypost.com

Contract / Revision **302988** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 06/28/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 2. 10.23-10.29.12**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|------------------------------------------------------|-------|-------------------|-------------|-----|-------|-------------|-----|---------------|--------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 14 | WCPO | 10/23/12 | 10/23/12 | Tuesday Prime A Tuesday Prime A | CM | 8-9p | - T - - - - | :30 | 1 | \$4,500.00 | P-3 | 0.00 | NM | 1 | \$4,500.00 |
| N 15 | WCPO | 10/23/12 | 10/29/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1202a | MTWTF - - | :30 | 4 | \$500.00 | P-3 | 0.00 | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF - - | | 4 | | | | \$500.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M - - - - - | | 1 | | | | \$500.00 | | 0.00 | | | |
| N 16 | WCPO | 10/23/12 | 10/29/12 | M-SU 11p Late News M-SU 11p Late News | CM | 11-1135p | MTWTF - S | :30 | 5 | \$900.00 | P-3 | 0.00 | NM | 6 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF - S | | 5 | | | | \$900.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M - - - - - | | 1 | | | | \$900.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 64 | \$54,550.00 |